



# Empowering Digitization For Businesses

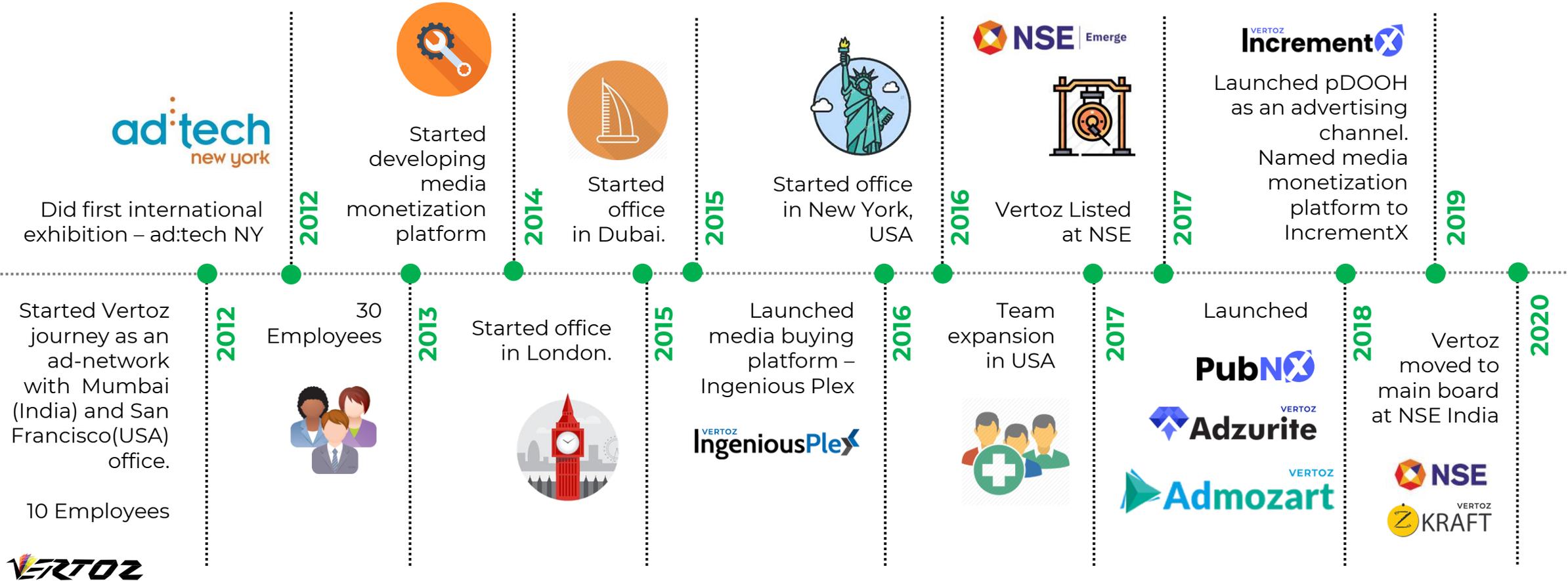


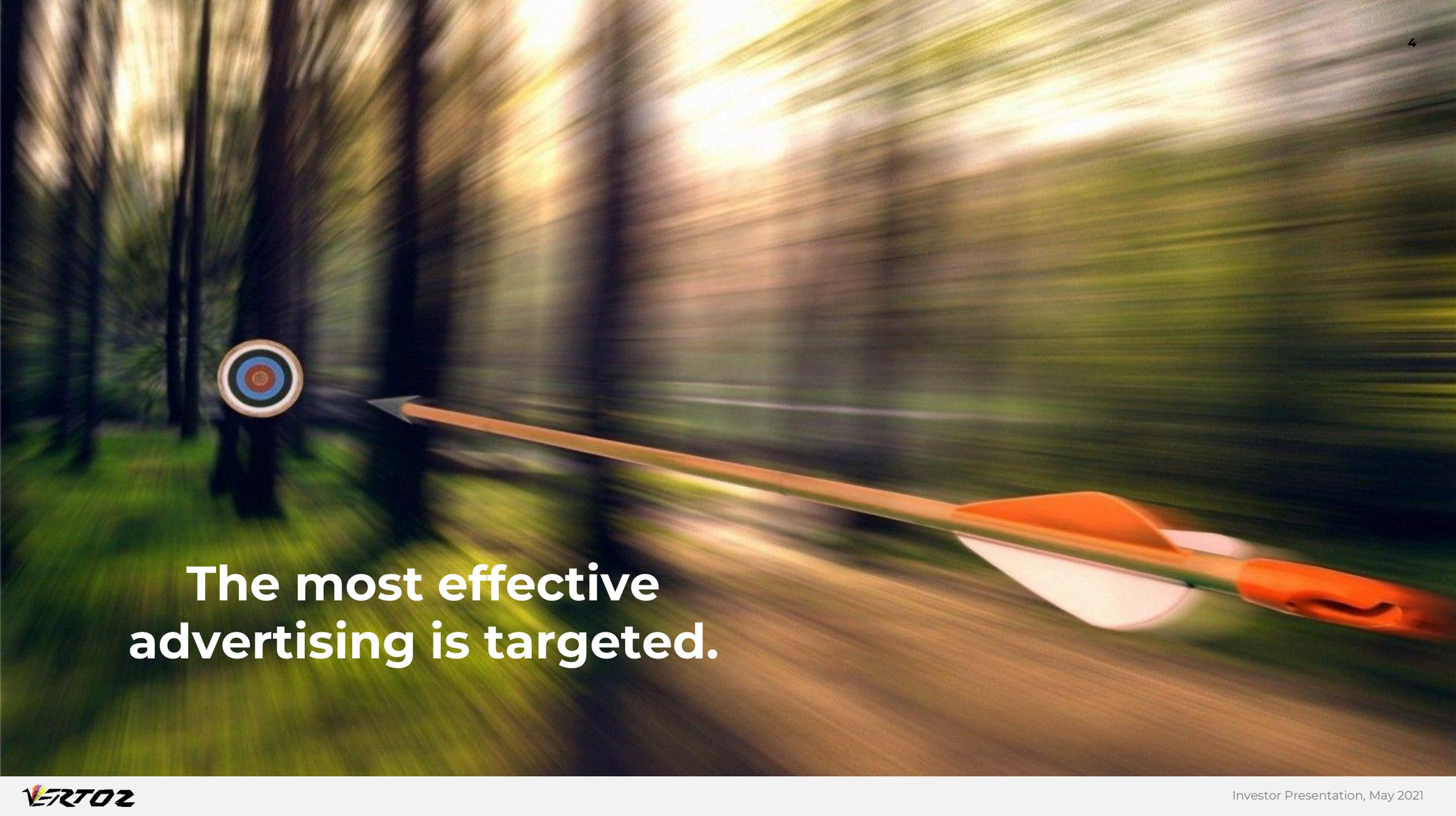
Investor Presentation, May 2021



We help brands reach  
their prospects at the  
right time through

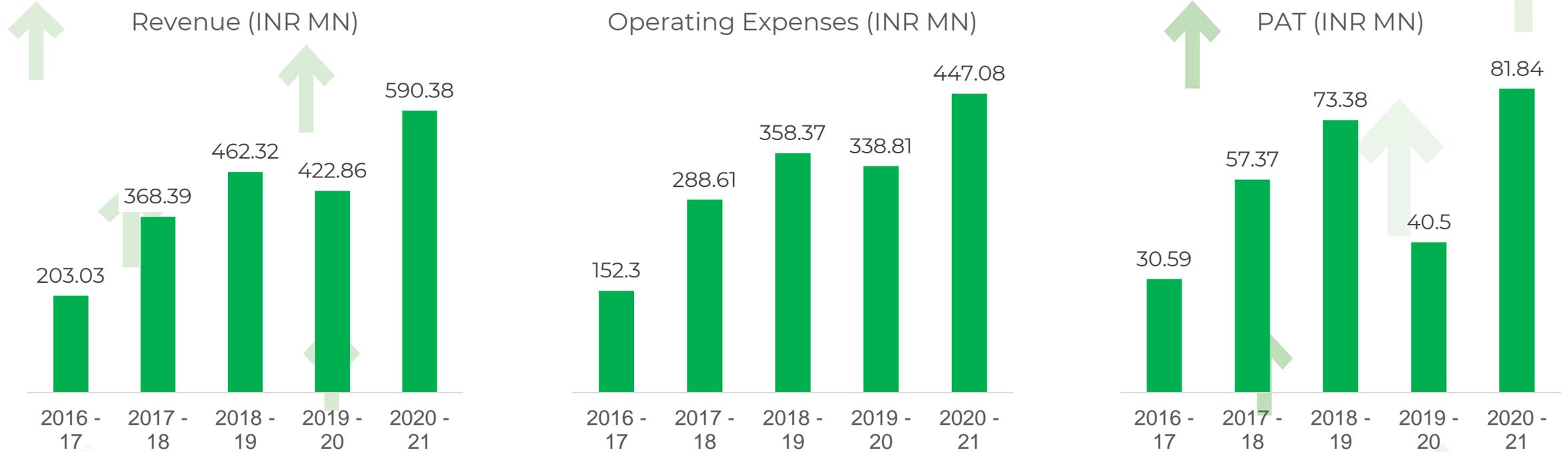
**P**ROGRAMMATIC  
**A**DVERTISING  
**S**OLUTIONS



A blurred forest background with a target and an arrow. The target is a circular bullseye with concentric rings of blue, red, and white. An arrow with a white shaft and orange fletching is shown in motion, pointing towards the target. The background is a forest with trees and sunlight filtering through, creating a sense of depth and focus on the target.

**The most effective  
advertising is targeted.**

# Consistently Growing And Delivering Substantial Profitability



**2012**  
Founded

**590.38 (Mn)**  
2021 Revenue

**447.09 (Mn)**  
2021 Gross Spend

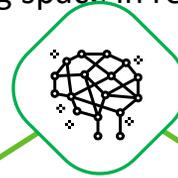
**143.29 (Mn)**  
2021 EBITDA

**81.84 (Mn)**  
2021 Net Income

# We offer Media Buying Platform For Reaching Prospects Digitally

## Programmatic Advertising

Programmatic Advertising is the algorithmic purchase and sale of advertising space in real time.



## Inventory Representation

Reaching genuine prospects was never easier! With our high-quality inventories, advertisers can directly connect with millions of potential customers.



### 1. Branding Solutions

**74.92%**

of Revenue for FY 20-21

## Campaign Management

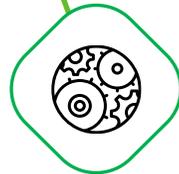
Act on the insights collected from your data over time. Use it to increase performance, delivering highly personalized ads at all stages of the customer journey.



### 2. Performance Solutions

**23.58%**

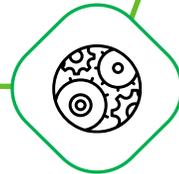
Of Revenue for FY 20-21



### 3. Enterprise Solutions

**1.50%**

Of Revenue for FY 20-21



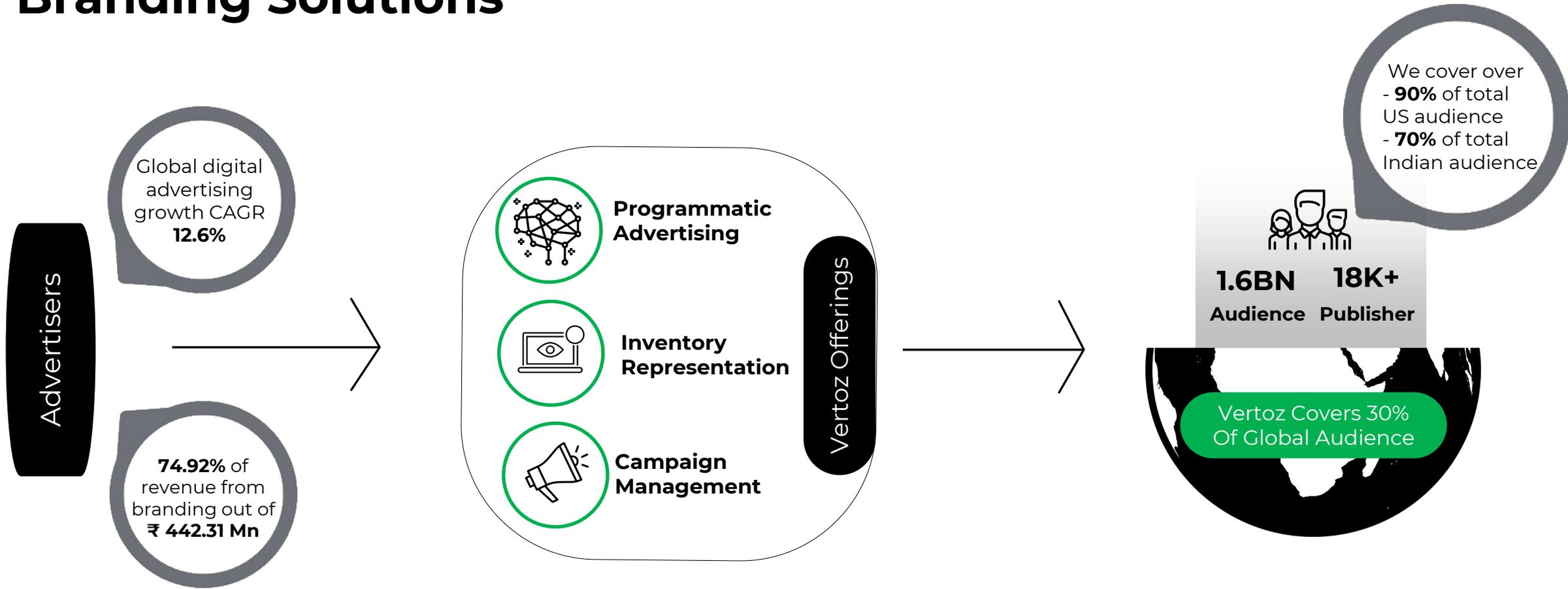
## Performance Advertising

Our premium network of publishers & affiliates connect advertisers to a global pool of audience to fulfill advertisers' performance goals. Our aim is to help brands achieve the desired ROI.

## Digital Transformation Services

360° digital agency equipped with various tools and technologies to help businesses scale up their digital marketing efforts.

# Branding Solutions



**Our Transparent and Brand Safe Advertising Solutions**



**Advanced DMP for Precise Audience Targeting**



**AI & ML Fueled**



**Brand Safe**



**Fraud Prevention Mechanism**

References : eMarketer, Statista

# Programmatic Advertising Makes Media Buying Much More Efficient



## Demand Side Platform

Automated Form Of Buying  
Digital Ad Space

Bidding Is Done In  
Real-time (RTB)

Minimum Human  
Intervention

Highly Accurate Targeting

### Our Supply Partners



## Vertoz Programmatic Advertising

- AI & ML Fueled
- Premium Ad Space
- Brand Safe & Fraud Safe
- Dedicated Account Managers
- Vertoz provides programmatic solutions to both the sides, demand and supply.
- Advanced Data Management Platform for accurate audience profiling and targeting



## Supply Side Platform

Maximum eCPMs With  
Vertoz's Yield Optimizer

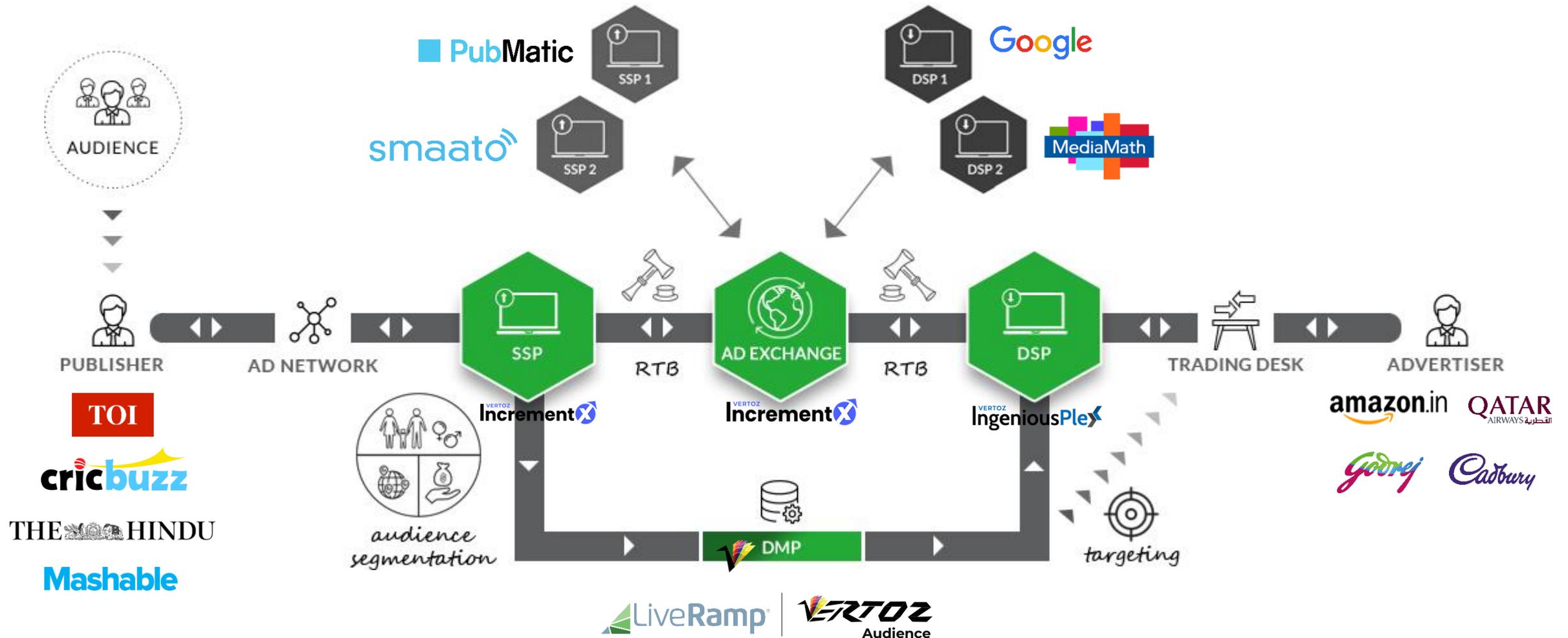
Header Bidding And Private  
Marketplace (PMP) Deals For  
Publisher,  
Helping Them Earn Better Revenue

Better Fill Rates And  
Brand Safe Ads

### Our Demand Partners



# Through Programmatic Advertising We Align Agencies And Their Brands



# A Perfect Advertising Campaign Starts With Personalization

## Inventory Representation



### **zomato**

Looking to target the foodie community? We bring you access to one of the largest food communities across the world. Target according to their liking, location and many other factors.



The commute can be a great time to talk to your customers. Vertoz brings you the perfect place to reach more than 150 million such customers in 120+ cities during their daily commute.



Swiggy is India's leading food tech platform having a Presence in 500+ cities pan India with 40 MM orders / month pan India Double digit month of month growth

## Types of Ad Campaigns



- 🔍 Search Ads
- 🛒 Product Ads - ecommerce
- 🎥 Video Ads / YouTube Ads
- 📺 Display Ads
- 📄 Native Ads
- 👤 Retargeting & Dynamic Retargeting

## Client



Vertoz helps advertisers to precisely target and optimize biddable media campaigns to earn better ROI

Advertisers can reach the target audience and promote their brand using Google Ads, Facebook, Instagram, Twitter, LinkedIn, etc.



# Performance Solutions



## INTEGRATED WITH



## VERTOZ POWERS THE WORLD'S FASTEST GROWING BRANDS



# Enterprise Solutions

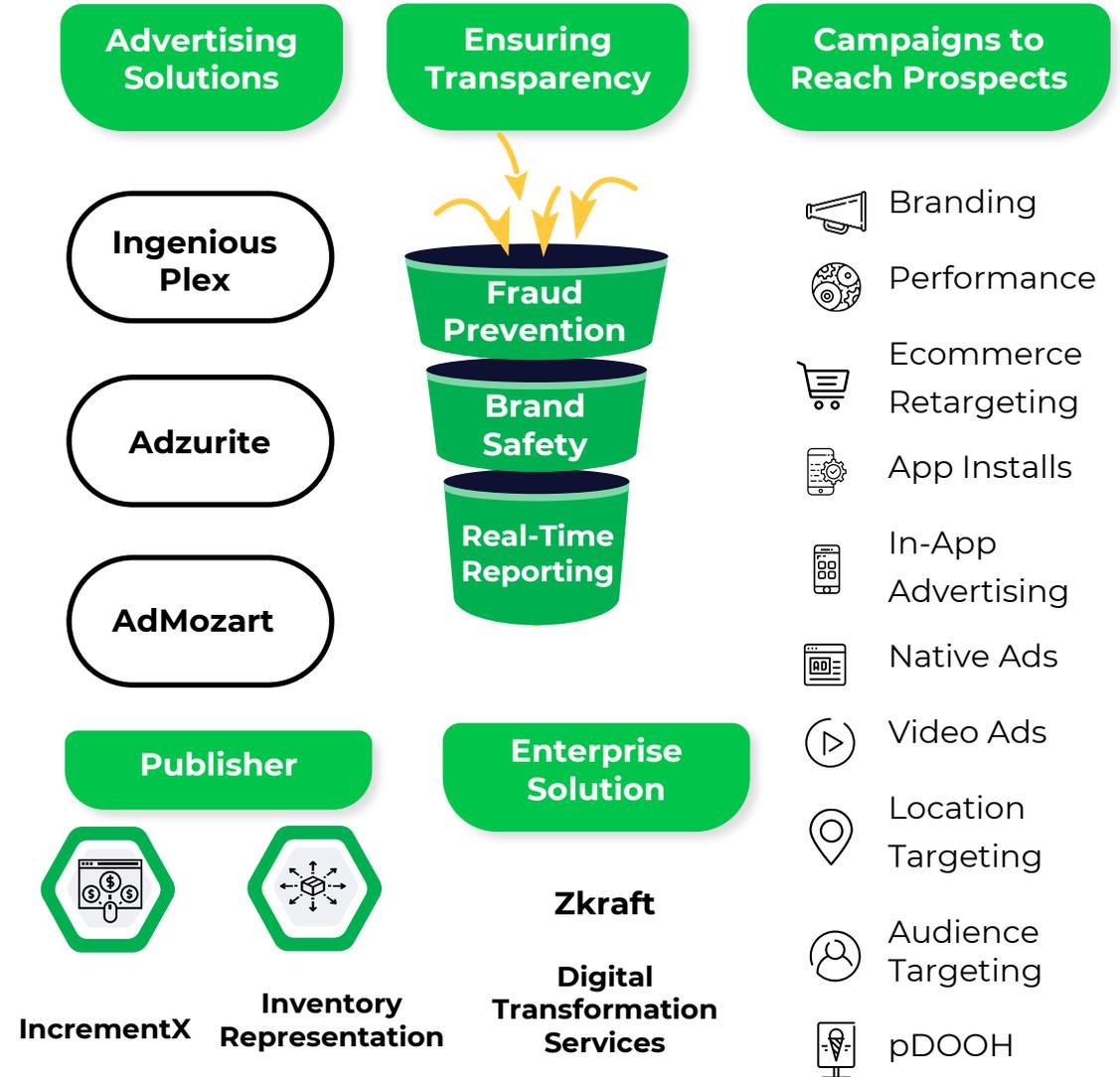
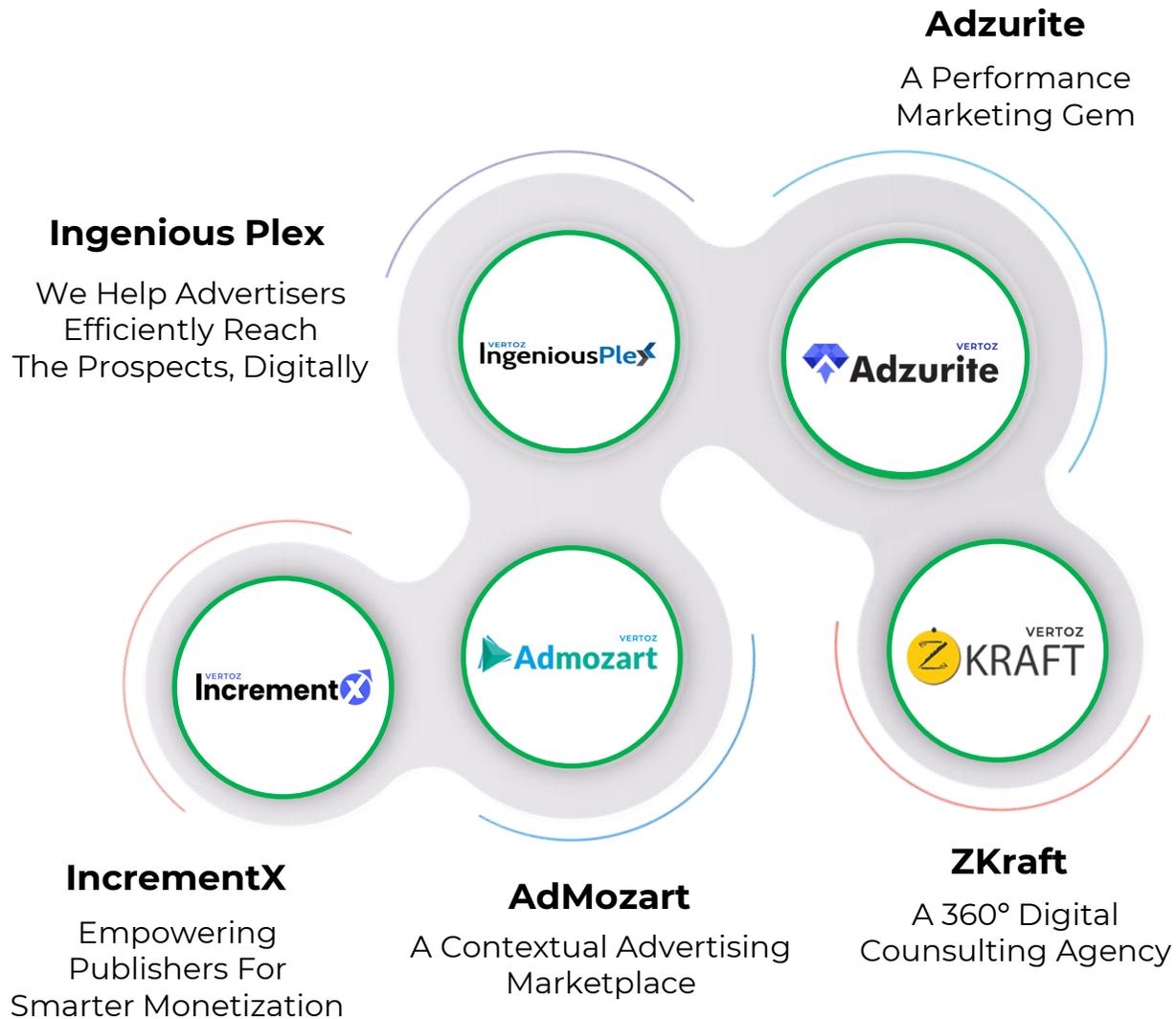
## A 360° DIGITAL AGENCY

Equipped with various tools and technologies to help businesses scale up their digital marketing efforts.

We, at Zkraft, work towards boosting sales and enhancing your relationship with the consumers while you focus on bettering your product.



# Our Strategic Business Units & What They Do

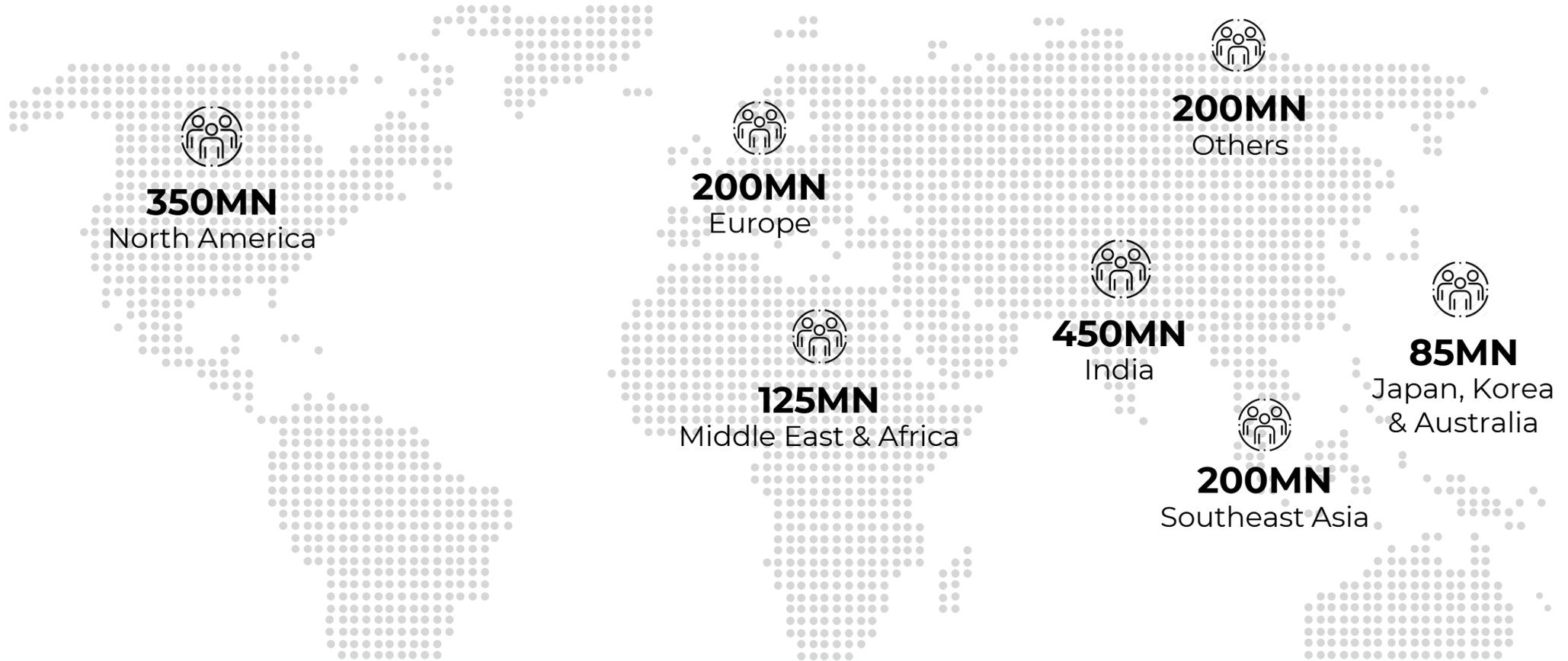


“When it comes to data-driven advertising,  
machine learning can help make  
predictions about

**Who** the right audience is,  
**What** content to serve,  
**When, & Which** channel is ideal”

 **Data-driven  
advertising**  
#SmarterAds

# Our Global Audience



**1.6 BN+ Audience With Over 25 Data Points For Each**

We Cover over 90% of North American Audience And 30% Of Total Global Audience

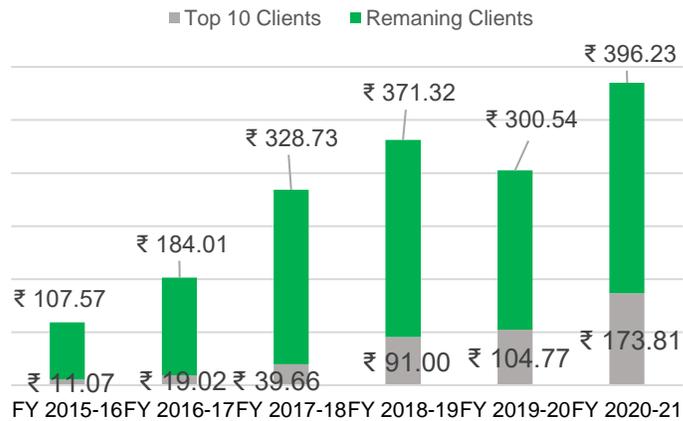
# Top Clients Across The Globe

## Brands



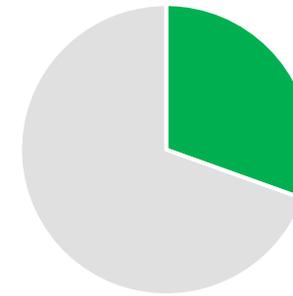
### Revenue growth from top 10 customers

On consolidated basis - Rs. (MN)



### Revenue contribution from top 10 customers as % of FY 2021 on consolidated basis

Others  
69.51%



Top 10  
Customers  
30.49%

## Agencies



# Leadership Pool



**Hiren Shah**

Founder and  
Whole-Time Director

26+ years spent in setting up and running multiple companies. Hiren has been instrumental in getting Vertoz to be India's first ad tech company listed on the NSE.

Hiren is a hands-on entrepreneur, accessible to his clients and employees alike.



**Ashish Shah**

Founder and  
Whole-Time Director

Ashish is a classic case of a trained commerce mind coupled with a natural flair for product insight. A rare and perfect recipe for entrepreneurship.

Ashish looks at data as a source of truth. His focus is to build data driven platforms that can be leveraged for marketing and beyond.

## Key Members



**Mitchell Jones**

Director of Sales  
US - Vertoz



**Gaurav Modi**

Director -Business  
Development –  
AdMozart



**Sonia Coutinho**

Business Head  
Strategy Initiative  
- Vertoz



**Akshay Sonar  
Parolkar**

Chief Financial Officer  
(CFO)- Vertoz



**Satyaprakash Mishra**

Head of Technology -  
Vertoz



**Nikhil Kurup**

Associate Director  
International- Adzurite



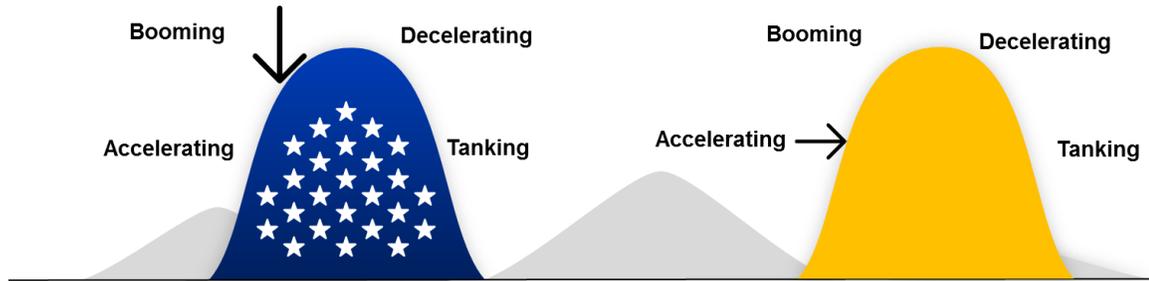
**Ankit Palrecha**

Business Head - Adzurite

# The Future of Digital Media is Programmatic Ads



# Industry Dynamics



The US market has matured in digital advertising to serve ads programmatically.

The Indian market has a huge growth potential for programmatic advertising!

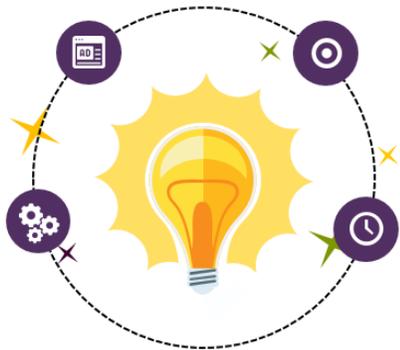
Bell Curve - Digital Advertising in the USA and India shows that India is growing and has huge potential.



**India Internet Users by 2021- 761 Mn**  
**Smartphone Users- 500 Mn**

Huge potential in Indian Market  
Total internet users - 761MN | 10MN new users added every month

## Our Contribution



Vertoz has an advantage of having foreign presence - first access to trends and technology. It is first to introduce DMP on a programmatic platform in India.



# pDOOH

We understand market potential and needs.  
Latest product launch - Programmatic Digital Out-Of-Home (pDOOH)

Reference : Statista

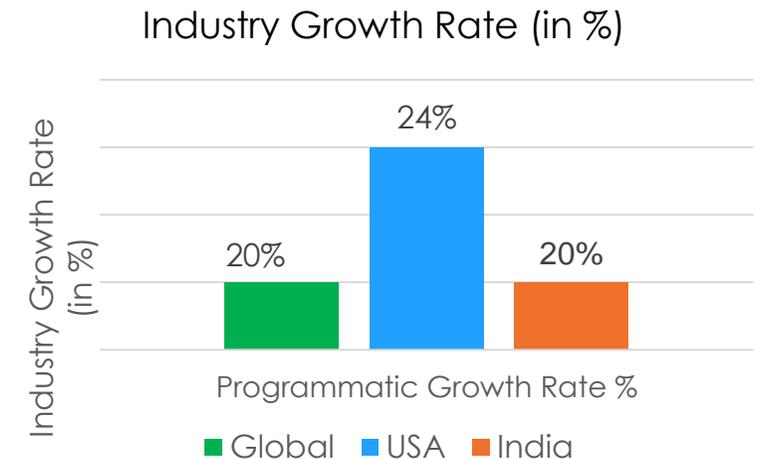
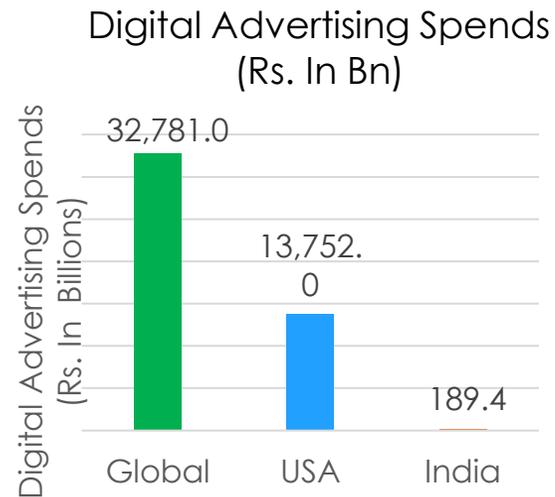
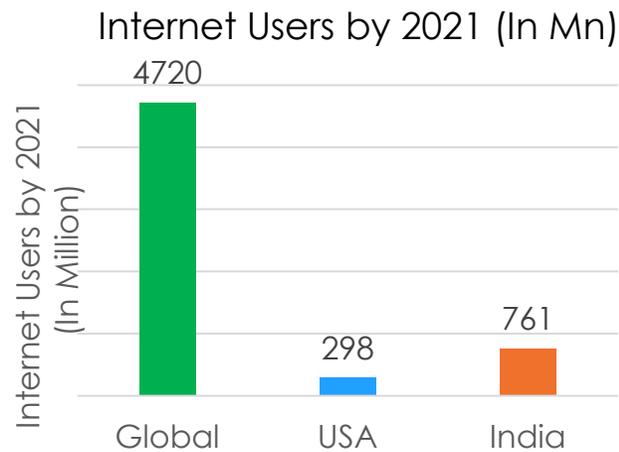
# Global Market Analysis

TRENDS 
Internet Users
Digital Advertising Spends 2021
Programmatic Growth Rate 2021

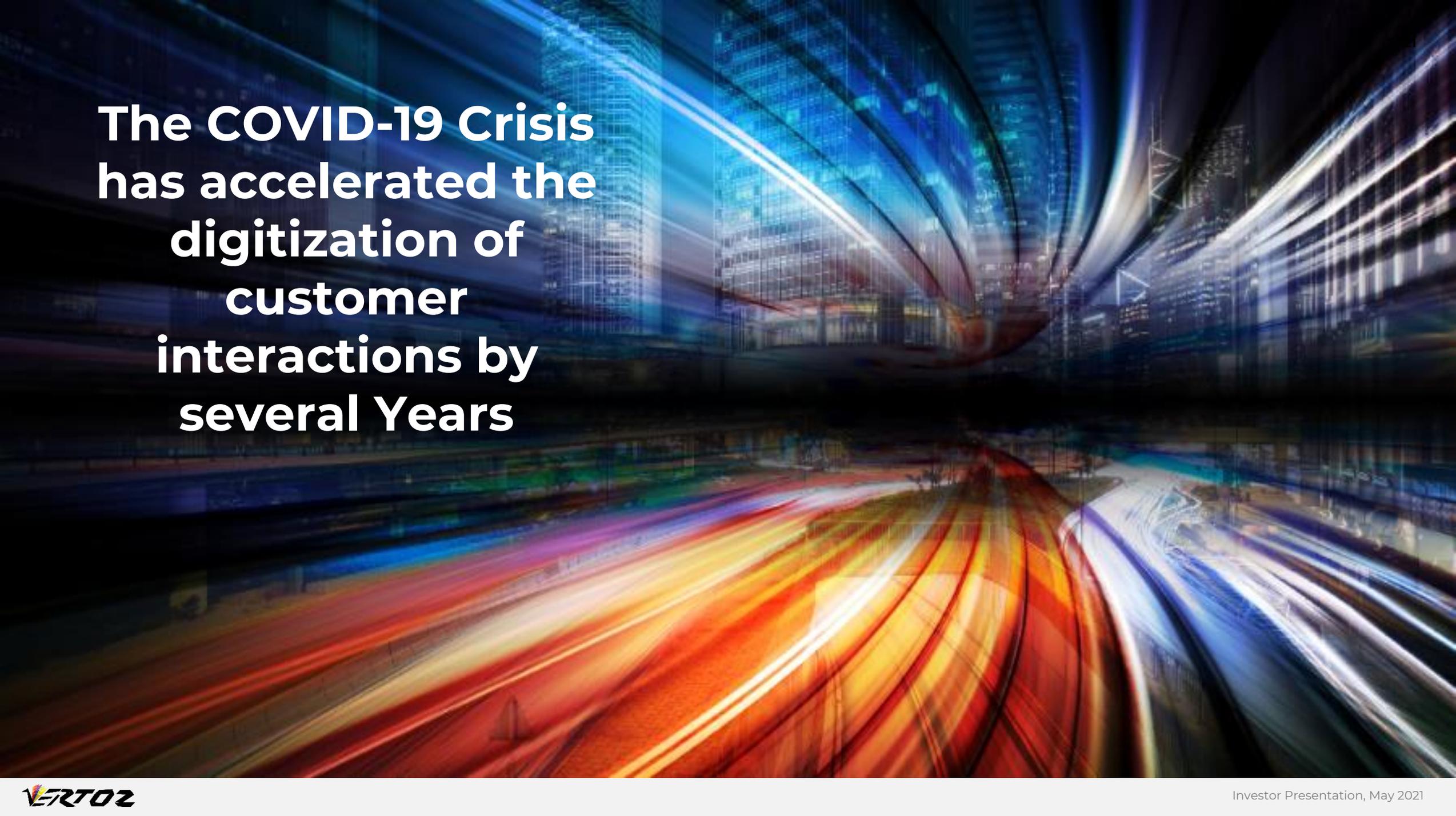
 GLOBAL
4720 Million by 2021
₹ 32781 BN
20%

 USA
298 Million by 2021
₹ 13752 BN
24%

 INDIA
761 Million by 2021
₹ 189.38 BN
20%

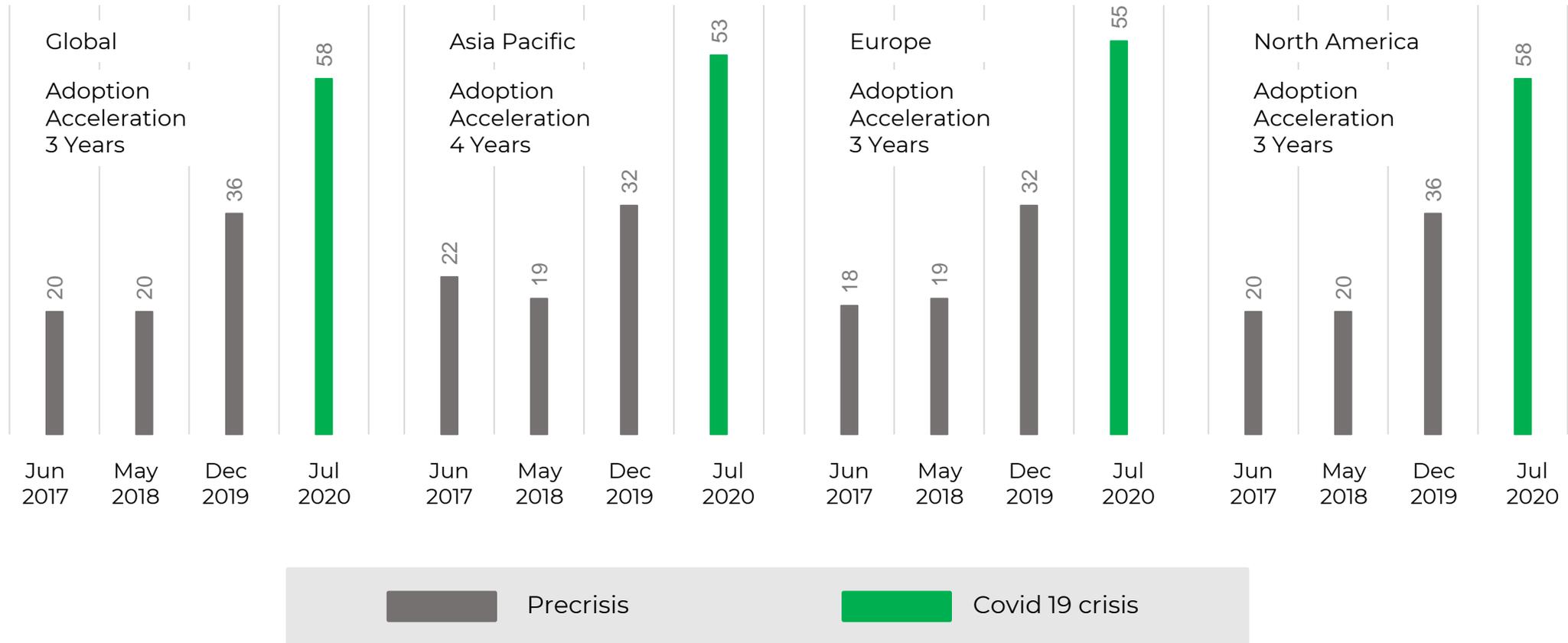


\*References : eMarketer, Statista



**The COVID-19 Crisis  
has accelerated the  
digitization of  
customer  
interactions by  
several Years**

# Digital Customer Interaction Covid Effects



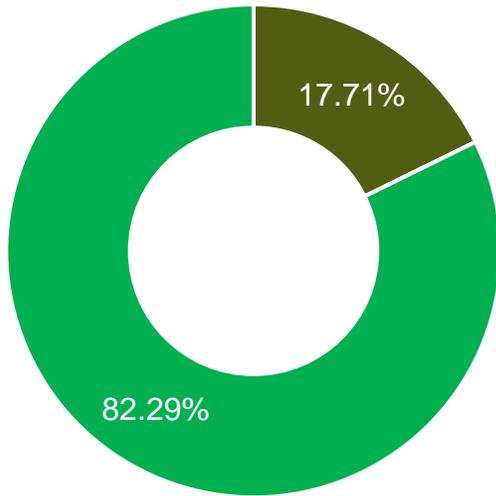
Reference : Mckinsey

## 2021 Bring for AdTech

An increase in online consumers  
Programmatic advertising  
First-party data  
Artificial Intelligence  
Constantly changing media environments

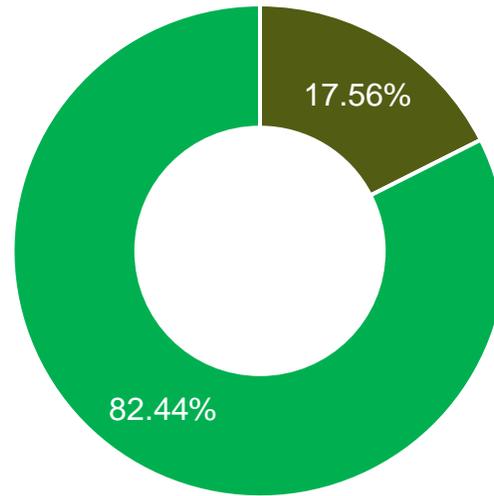
# Focus on Emerging Market : India

FY 19 (Audited)



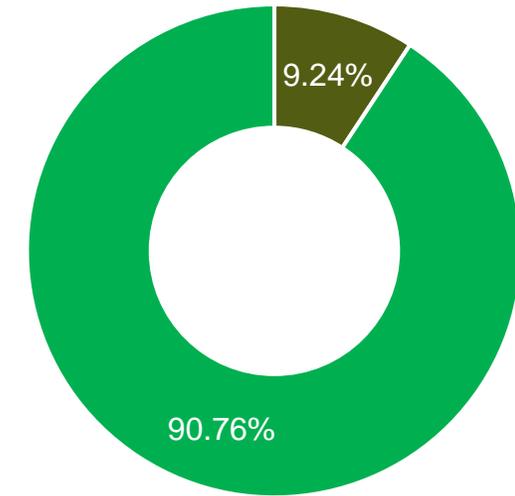
■ Domestic Sales ■ Export Sales

FY 20 (Audited)



■ Domestic Sales ■ Export Sales

FY 21 (Audited)



■ Domestic Sales ■ Export Sales

Contribution to revenue from emerging market to increase in the coming years

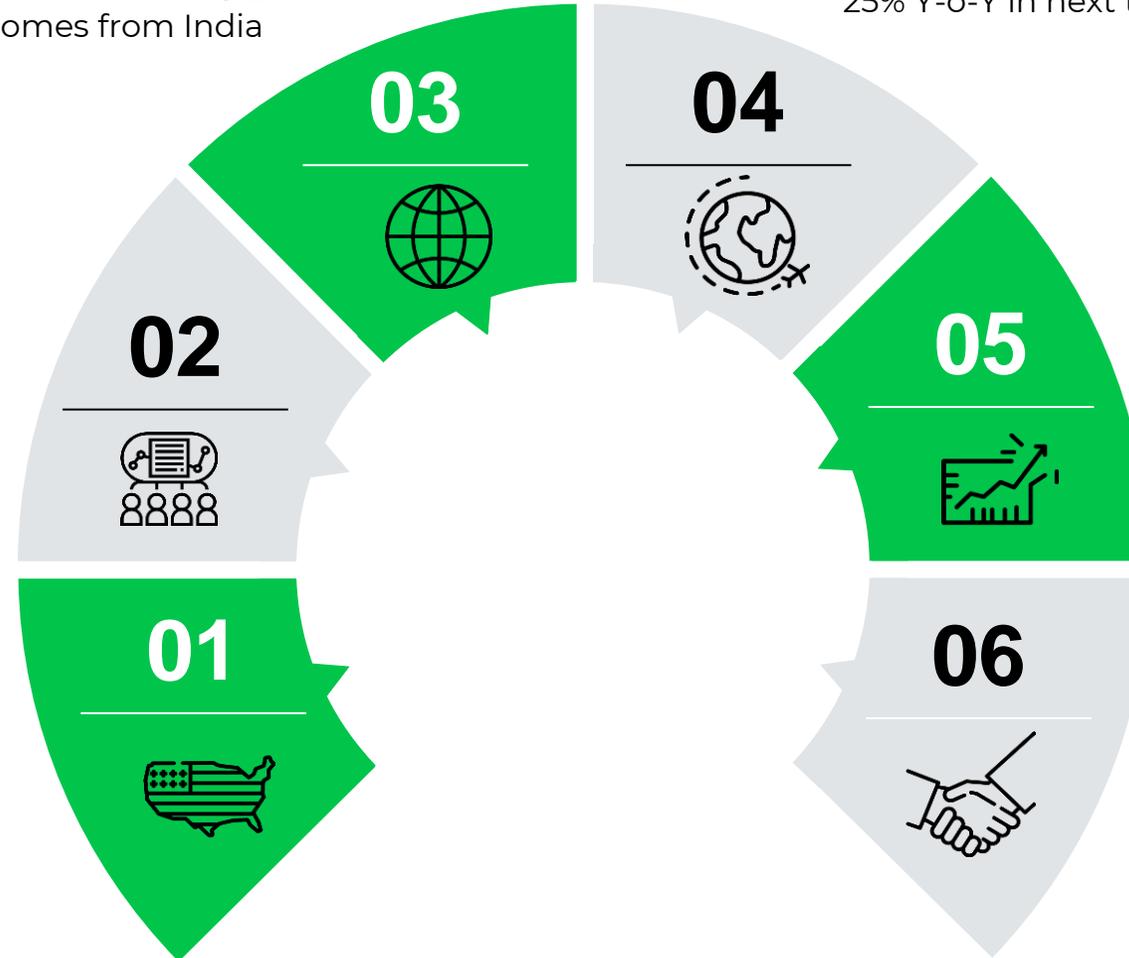
# Growth Drivers

**90.76%** revenue comes from International markets and **9.24%** revenue comes from India

Vertoz is expected to grow 20%-25% Y-o-Y in next two years.

Digital Transformation due to Covid increased Digital Ad Spends. Covid-19 is the major driving factor for quick digital transformation.

Contextual Targeting for Audience Addressability. Our Proprietary Contextual Targeting Solution has emerged as the answer to Extinction of third-party cookies and mobile identifiers

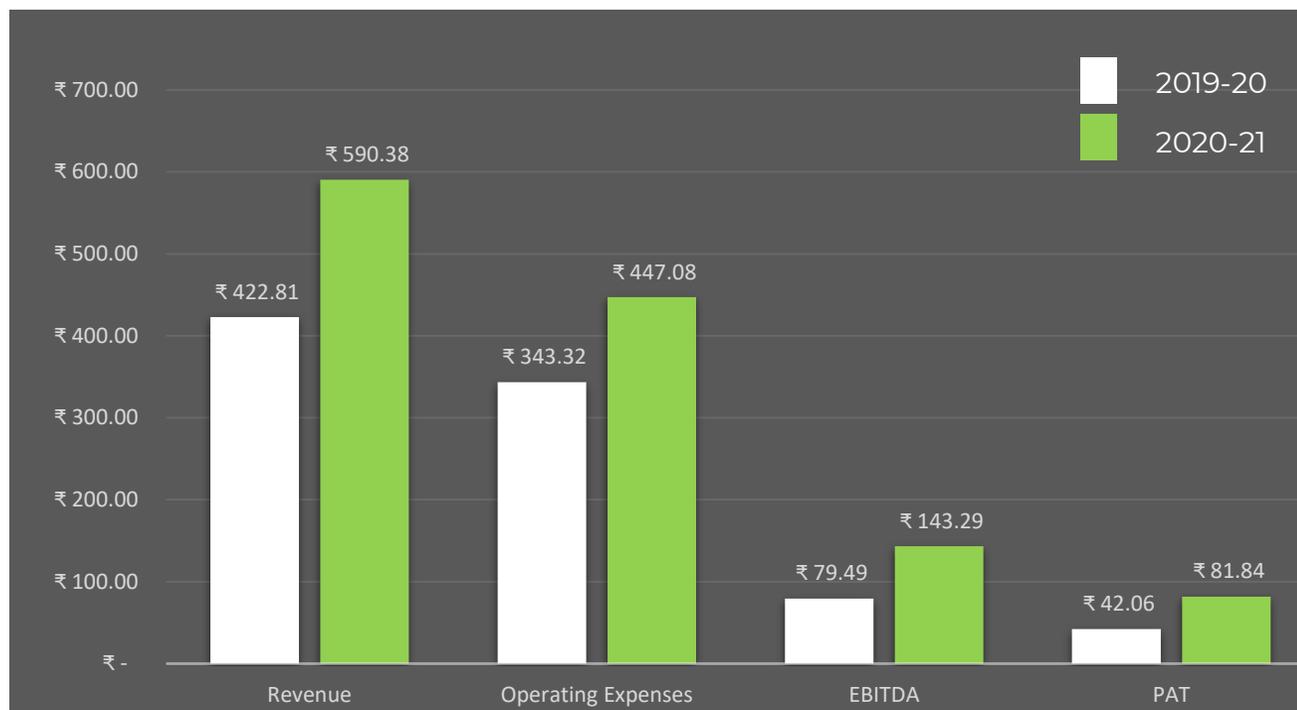


Performance business has fueled the revenue. Increase in the mobile apps and KPI driven brand budgets in BFSI and health industry

Increase in Regional Video Targeting Budgets. Regional Targeting Strategy of the Brands to build better connect with their Audience has exponentially increased

Reference : eMarketer

# Financial Summary



Key Ratios	FY 20	FY 21
Working Capital Ratio	0.66	1.16
Quick Ratio	0.66	1.16
Price-Earnings (P/E) Ratio	16.93	39.67
Debt-Equity Ratio	0.19	0.21
Return on Assets	5.65%	9.76%
Diluted EPS (₹)	3.38	6.84
ROCE	12.03%	17.48%
ROE	8.14%	14.17%
Receivable days	84	148

PERIOD	Revenue (Mn)	Operating Expenses (Mn)	Operating Expenses%	EBITDA(Mn)	EBITDA%	PAT(Mn)	PAT%
2020-21	₹ 590.38	₹ 447.08	75.72%	₹ 143.29	24.27%	₹ 81.84	13.89%
2019-20	₹ 422.81	₹ 343.32	81.19%	₹ 79.49	18.8%	₹ 42.06	9.95%

# Financial Statements | P&L

Particulars (INR MN)	FY20	FY 21
Revenue from Operations	405.31	570.04
Other Income	17.55	20.34
<b>Total Revenue</b>	<b>422.86</b>	<b>590.38</b>
<b>Total Expenses</b>	<b>338.81</b>	<b>447.09</b>
<b>EBITDA</b>	<b>84.05</b>	<b>143.29</b>
<b>EBITDA Margin (%)</b>	<b>19.87%</b>	<b>24.27%</b>
Depreciation	20.96	36.92
<b>EBIT</b>	<b>63.09</b>	<b>106.37</b>
Finance Cost	10.84	12.99
PBT with Exceptional Item	52.25	93.38
Exceptional Items	-	-
<b>PBT</b>	<b>52.25</b>	<b>93.38</b>
Tax	11.75	11.54
PAT before Minority Interest	40.50	81.84
<b>PAT</b>	<b>40.50</b>	<b>81.84</b>
<b>PAT Margin %</b>	<b>9.58%</b>	<b>13.89%</b>
Other Comprehensive income	0.41	0.53
<b>Total Comprehensive Income</b>	<b>40.91</b>	<b>82.37</b>

# Financial Statements | BALANCE SHEET

Equity & Liabilities (INR MN)	FY20	FY 21
<b>Equity</b>		
Equity Share Capital	119.70	119.70
Others Equity	378.21	457.61
<b>Total Equity</b>	<b>497.91</b>	<b>577.31</b>
<b>Liabilities</b>		
<b>Non-Current Liabilities</b>		
Borrowings	7.12	15.35
Lease Liabilities	12.75	9.22
Provisions	4.24	5.07
Deferred Tax Liabilities	2.29	1.26
<b>Total Non-Current Liability</b>	<b>26.40</b>	<b>30.90</b>
<b>Current Liabilities</b>		
Borrowing	90.18	108.18
Trade Payable	65.02	61.68
Other Financial Liabilities	17.91	20.76
Current Tax Liabilities	13.93	20.63
Provisions	4.18	15.73
Other Current Liabilities	1.60	3.29
<b>Total Current Liabilities</b>	<b>192.82</b>	<b>230.27</b>
<b>Total</b>	<b>717.14</b>	<b>838.48</b>

Assets (INR MN)	FY20	FY21
<b>Non-Current Assets</b>		
Property, Plant & Equipment	8.81	5.35
Other Intangible Assets	565.80	551.44
Right of use Assets	11.74	7.82
Other Non-Currents Assets	1.69	6.11
<b>Total of Non-Current Assets</b>	<b>588.04</b>	<b>570.73</b>
<b>Current Assets</b>		
Trade Receivable	92.67	232.12
Cash & Cash Equivalent	29.74	29.62
Loans	1.44	0.39
Other Current Assets	5.25	5.62
<b>Total Current Assets</b>	<b>129.10</b>	<b>267.75</b>
<b>Total</b>	<b>717.14</b>	<b>838.48</b>

# Industry Initiatives



We regularly conduct free programmatic workshops, to spread the knowledge about the emerging, data-driven and futuristic advertising technique of programmatic advertising

# Philanthropy Activities



We believe that giving back to the society is a fundamental responsibility of any corporate institution. We are fulfilling our responsibilities towards the society through these social contributions.

# Accolades



DIGIXX 2021

MOBEXX 2021

DIGIXX 2020

DIGIXX 2019

DIGIXX 2018

ABP Brand  
Excellence Award  
2018

MOBEXX 2018

Brands Of  
India Awards  
2019



Emerging  
Brand of The  
year 2020



Accreditation



# Exhibitions



ad:tech

Mumbai | Delhi | Singapore  
New York | San Francisco



Delhi - India

DIGIPUB  
WORLD

Delhi - India

iab.

California | New York

i media

Jaipur - India



Cologne - Germany



Las Vegas - USA

AFFILIATE  
SUMMIT

New York | Las Vegas

PROGRAMMATIC I/O

New York - USA



Singapore

AWW

Bangkok - Thailand

TECHDAY

New York - USA

# Disclaimer

Certain statements in this document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Vertoz Advertising Ltd will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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## Investor Relations

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